

storing data related to the first consumer's responses to said telecommunications survey questions in data storage means;

supplying said identification card to the consumer when a decision is made to do so
10 by said deciding step, said identification card having identification information related to the first consumer;

providing written survey questions to the first consumer;

receiving, for the first time, said identification card for the first consumer in an interactive apparatus; and

B1 15 *cont!*
performing a determined one of the following of (a) and (b) for the first consumer under control of said interactive apparatus, after said receiving step in response to said identification card:

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20 (a) generating a coupon having specific product information, expiration information and discount information and a benefit receipt different from and separate from said coupon; and

alternately
25 (b) generating said benefit receipt and not said coupon, wherein when (b) is performed, the benefit receipt is generated by said interactive apparatus after said interactive apparatus receives a response to at least a first interactive survey question, with said first interactive survey question being unassociated with any specific product that can be purchased by the first consumer and, when (a) is performed, data previously stored for the first consumer is relied on in generating said coupon [relying on data previously stored for the first consumer and responding to use of said identification card of the said first consumer for the first time in said interactive apparatus to output a benefit receipt], with said data

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relied on being obtained from at least one of said telecommunications survey questions and said written survey questions[;

presenting interactive survey questions to the first consumer using said interactive apparatus;

rewarding the first consumer when the first consumer responds to at least one of said interactive survey questions].

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5. (Amended) A method, as claimed in Claim, wherein:

said [presenting] performing step includes storing data related to the first consumer's response[s] to said first interactive survey question[s] in said data storage means.

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Please cancel Claim 8 without prejudice or disclaimer of the subject matter contained therein.

11. (Amended) A system for obtaining and responding to information from consumers in connection with providing one or more benefit receipts, comprising:

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a telecommunications survey network for providing telecommunications survey questions to at least a first consumer and receiving data from the first consumer related to said telecommunications survey questions;

identifying means that includes identification information for the first consumer;

an interactive apparatus responsive to said identifying means of the first consumer and for presenting interactive survey questions, said interactive apparatus [outputting a] performs one of the following of (a) and (b) in response to said identification information

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for the first consumer: (a) generates a coupon having specific product information, expiration information and discount information and a benefit receipt different from said coupon and (b) generates said benefit receipt and does not generate said coupon, wherein when (b) is performed, said benefit receipt is generated after receipt by said interactive apparatus of a response to at least a first interactive survey question of said interactive survey questions, said first interactive survey question being unassociated with any specific product that can be purchased by the first consumer, with said benefit receipt being convertible to an amount of cash [when at least certain of said interactive survey questions are responded to by the first consumer] and said interactive apparatus monitoring whether said first interactive survey question was previously responded to by the first consumer; and

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storage means for storing said data obtained using said telecommunications survey network and said interactive apparatus[, said storage means also stores data from the first consumer based on written survey questions that is different from said data based on said telecommunications survey questions].

20. (Amended) A method related to obtaining and using information from at least a first consumer, comprising:

obtaining information for at least a first consumer from at least one of written survey questions and telecommunications survey questions;

receiving interactive information for at least the first consumer using an interactive apparatus and identification information input by the first consumer, at least some of said interactive first consumer information being different from said first consumer information obtained during said obtaining step; and

10 [generating a coupon related to a first product using at least one of said interactive first consumer information, said written survey questions and said telecommunications survey questions, wherein said coupon can be redeemed when the first product is purchased; and

15 providing a consumer benefit receipt, different from said coupon, to the first consumer for providing at least one of the following: said interactive first consumer information, and said first consumer information obtained from at least one of said written survey questions and said telecommunications survey questions]

20 performing a determined one of the following of (a) and (b) under control of said interactive apparatus, after said receiving step: (a) generating a coupon having product information, expiration information and discount information and a benefit receipt different from and separate from said coupon and (b) generating a benefit receipt and not a coupon wherein, when (b) is performed, said benefit receipt is generated by said interactive apparatus after said interactive apparatus receives a response to at least a first survey question provided by said interactive apparatus, said first survey question being unassociated with any specific product that can be purchased by the first consumer and when (a) is
25 performed, said coupon is generated using at least one of said interactive first consumer information, said written survey questions and said telecommunications survey questions.

Sub 7 22. (Amended) [A] In a system for providing different consumer benefit receipts, an interactive apparatus, comprising:

85 [first means for obtaining at least first consumer information using at least one of telecommunication survey questions and written survey questions;]

5 an [interactive apparatus for] identification device that receive[ing]s and ascertains
[interactive information for at least a first consumer that is identified to said interactive
apparatus using] identifying information when input by a first consumer;

[a coupon related to a first product, wherein said coupon can be redeemed when the
first product is purchased;]

10 a managing apparatus that provides one of the following of (a) and (b) in response
to said identifying information input by the first consumer: (a) controls generation of a
coupon having specific product information, expiration information and discount
information and a benefit receipt different from said coupon and (b) controls generation of
said benefit receipt in which said benefit receipt is generated and no coupon is generated;

15 [second means] a printer for [generating] printing said [coupon using at least one of
said interactive information and said first consumer information] benefit receipt and, when
(a) is provided, printing said coupon;

[a consumer benefit receipt provided to the first consumer based on said interactive
information received from the first consumer using said interactive apparatus; and

20 third means for redeeming said coupon when the first product is purchased]
an output device for providing survey questions including a first survey question; and
an input device by which a response to said survey questions including said first
survey question can be entered by the first consumer, wherein when (b) is provided by said
managing apparatus, said benefit receipt is printed by said printer after a response is input
25 to at least said first survey question by the first consumer using said input device,

Please cancel Claim 23 without prejudice or disclaimer of the subject matter
contained therein.

Please add the following new claims:

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24. An interactive apparatus, as claimed in Claim 22, wherein:

said managing apparatus monitors whether the first consumer previously responded

to said first survey question.

25. An interactive apparatus, as claimed in Claim 22, wherein:

said first survey question is unassociated with any specific product that can be purchased by the first consumer.

26. An interactive apparatus, as claimed in Claim 25, wherein:

said first survey question includes one of: opinion information and general product information.

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27. An interactive apparatus, as claimed in Claim 22, wherein:

said managing apparatus is involved in generating another coupon based on said

response to said first survey question.

28. An interactive apparatus, as claimed in Claim 22, wherein:

said managing apparatus includes a controller and a processor in communication therewith.